

# Work in a Sealed Building? Tired of Stale Air? Try our New Product! **FRESH AIR BRICKS**

**Fresh Air Bricks are guaranteed to focus attention on your "Shoddy Air" problems - especially if used according to instructions.\***

- Use two bricks for cross-flow ventilation!
- Send one with a message to your target!
- Delivered in anonymous brown paper wrapping.
- \* Guaranteed for one-time use only.



**RUSH my Fresh Air Brick today -**

- ☐ I'd like a Fresh Air Brick to keep on my desk.
- ☐ I'd like a Fresh Air Brick for its functional applications.
- ☐ I'm pregnant. Rush two bricks for me and my baby, FREE!
- ☐ I'm part of the problem - I agree to pay \$99.95 for my brick.

☐ Here's \$9.95. Send my brick to:

with the message:

## Brick opens windows

**T**hanks very much for your issue on green humour. It really can come down to "Laugh or Die."

For the first six months of 1986, journalists refused to respond to the fact that people disabled by pollution and demoralized by being branded as deluded by Health and Welfare Canada and some provincial Ministries of Health, were committing suicide on a regular basis. (The person most recently so labelled shot and killed himself on June 2, 1989.)

People like myself, who suffer from hypersensitivity to such common substances as the fumes given off from newsprint and duplicating inks, experience reactions that range from mild discomfort to total disability. We were told by Health and Welfare officials that our problem doesn't exist.

Appeals by interested groups and individuals were ignored. I began sending out news releases on human rights abuses experienced by members of this disabled group. Only three Canadian journalists called in six months.

In the fall of 1986, the FRESH AIR Brick was invented, and the enclosed ad dis-

tributed to 300 Canadian media outlets. The response was unbelievable. We reached a measured three million Canadians in six weeks, at a cost of \$1000 for printing up the ad and silkscreening a couple of hundred bricks. (We also produced *les Briques PLEIN AIR*.) Calls came in from all ten provinces and both territories, as well as Germany and the US.

Coverage continued after the initial story, as Brian Mulroney's government began to show its colours. The government hadn't responded to the devastation of the human rights of the people affected, but a commercial product ... well, that was another matter entirely.

The Brick was registered with the Bureau of Medical Devices as a "non-irradiating ceramic device useful in the field of preventive medicine." Harvie Andre ordered an investigation of the ad for false advertising. (We were cleared.) The US desk at External Affairs offered to market the brick south of the 49th parallel. Bernard Valcourt, Minister of Small Business, encouraged me to apply for a loan from the Federal Business Development Bank, and suggested funding

would be available if the FRESH AIR Brick Factory were set up in a depressed region identified by the Department of Regional Industrial Expansion.

Six months after the brick was invented, and at the suggestion of its inventor, the federal government for the first time funded a conference of people affected, after having denied the existence of the problem for at least a quarter century.

Since then, all three parties have picked up the issue, the federal Secretariat for Disabled Persons is helping out, Finance Minister Wilson granted tax deductions for related medical expenses, and, in all, 15 federal departments have initiated various actions on our behalf.

However, no one has acted on damages caused by previous insupportable statements, or helped the families of those whose lives were destroyed by the bigoted attitudes fostered by government.

But, you might as well laugh. The experience of the FRESH AIR Brick may indicate the pointlessness of dealing rationally with an irrational government. □

Chris Brown  
Gloucester, Ontario